

"THE EMPIRE  
STRIKES BACK"

A DUMB TV SHOW  
CALLED "QUINCY"

DON  
MARTIN

DAVE  
BERG

AL  
JAFFEE

...and the usual gang of idiots are all in this issue of...

No.  
220  
Jan.  
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# MAD

"If you're watching a movie on TV, and the girl says 'No!'—you know it's an old movie!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
 JERRY De FUCCIO, NICK MEGLIN *associate editors*  
 JACK ALBERT *lawsuits*  
 GLORIA ORLANDO, CELIA MORELLI,  
 DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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(A Mad TV Show Satire)  
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## LETTERS DEPT.



### ALFRED E. NEUMAN FOR PRESIDENT

Alfred E. Neuman's cover pitch for the Presidency must be a serious matter with you guys! You omitted the always-socko joke accompanying the UPC symbol.  
Dennis Cochran  
Long Beach, Calif.

### CRYMORE VS. CRYMORE



Anything but dopey-looking!

"Crymore Vs. Crymore" was too much. It's terrible the way Mort Drucker and Stan Hart kept criticizing Dustin Hoffman's nose and (lack of) height! Dustin Hoffman is an outstanding actor and an extremely sexy man. Take it from me, he is anything but dopey-looking!

Laura Munger  
Umatilla, Oregon

We can imagine what YOU look like!—Ed.

I only have one question for you, Mr. Drucker. If Streep has a nose like a skislope, and Hoffman has one like a wombat, why did you give the kid such a dinky, nondescript, little button schnoz?

Allison Radke  
Ellensburg, Wash.

Congratulations! You guys beat all the mesmerized movie critics in discovering the flaw of this all-single-husbands-are-kutzies film: "How come a well-paid Advertising Executive like you can't afford to hire someone to help around the house and pick me up after school?"

Lawrence Leibowitz  
Bronx, New York

### A MAD LOOK AT SKATING

Sergio Aragones's free-wheeling "A MAD Look At Skating" drove me to rink!  
Allison Schupak  
East Meadow, N.Y.

I marvel at the mileage Sergio got out of "Skating." For that matter, all his themes entail mounting laughs and variations no other funny-man could think of!

Fred Mann  
Chatham, N.J.

### THE MAD SOCCER PRIMER

In your "The MAD Soccer Primer," you forgot the chapter on the Americanization of soccer. Now we can listen to idiot sportscasters who know nothing about the game call all the plays wrong and contradict the referees. We can also watch the cheerleaders (generally football rejects) jump up and down at all the wrong times. Then again, there are the ever-popular shootouts to decide who wins the game, since in America there is no such thing as a tie. Yes, the bigger soccer gets in America, the more it resembles another American sport . . . football!

Michal Clements  
Gainesville, Fla.

I showed my soccer coach Siegel's hilarious article. He thought it was a kick in the grass!

Bob E. Morton  
Palo Alto, Calif.

### MAD'S "THEY" AND "YOU" BOOK

Frank Jacobs and Paul Coker forgot one in their "MAD's 'They' And 'You' Book." THEY read a trashy, childish magazine like MAD. YOU like to see how the other half lives. Jim Bardier  
Paramus, N.J.

"THEY" (other magazines) charge inflationary prices; "YOU" (MAD Magazine) have high production costs but are reasonable, considering!

Mrs. Samuel Bagdon  
Bayside, N.Y.

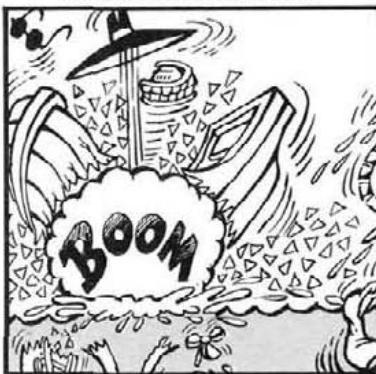
"THEY" believe everything that's told to them; "YOU" have faith in others!

Greg Wooten  
Wickliffe, Ohio

I was particularly blown away by "MAD's 'They' and 'You' Book"!

Toni Ashwood  
Ingram, Texas

### MAD SPY'S LOSING STREAK



Special Prejudice??

I'd like to direct your attention to "Spy Vs. Spy." In your last 16 issues the White Spy has defeated the Black Spy five battles to three. Why is this? I happen to be a Black Spy fan. Come on, MAD Magazine, let's keep it 50/50!

Stuart Schneider  
Covina, Calif.

Antonio Prohias may be partial to the White Spy because he's easier to draw!—Ed.

### THE CROCKFORD FILES

"The Crockford Files" proves that Silverstone is one of the best MAD writers. The story was magnificent and delivered superb comedy with a little help from Torres. Keep up the good work, Silverstone!

Matthew Guimes  
Wyckoff, N.J.

"The Crockford Files" proves that Torres is one of the best MAD artists. The art was magnificent and delivered superb comedy with a little help from Silverstone. Keep up the good work, Torres!

Matthew Guimes  
Wyckoff, N.J.

In addition to his funny lines, Lou Silverstone's discerning ear has caught the unique speech patterns of Rockford and father. In the past, he has been uncaring with Columbo and Bareta, too. What next for Silverstone?

Jeff McKinley  
Santa Clara, Calif.

Silverstone dissects "Quincy" in this issue!—Ed.

### NOAH'S ARK

Aside from his compressed menagerie, George Woodbridge is to be commended for his see-worthy Noah's Ark, on the back cover. You're fortunate to have a shipwright-artist who knows his scuppers, gunwales, and bulwarks from his elbow.

Hames Ware  
Little Rock, Ark.

Why would Noah bring fish on board the Ark, when all that water was supposed to be coming?

Bryant MacQuinnan  
Fox Chapel, Pa.

Because all that water was fresh water, and those were salt water fish!—Ed.

The only animal forms missing on Noah's Ark were dinosaurs. How come?

Tony Di Preta  
Old Greenwich,  
Connecticut

The dinosaurs were over on the port side, facing Jaffee's Fold-In!—Ed.

### MAD AMONG THE MIGHTY

In my library, along with the works of such authors as Winston Churchill, Eric Hoffer, William F. Buckley, Jr., Robert Ardrey, Stewart Udall, Adolf Hitler, Alexander Solzhenitsyn, Mari Sandoz, Chairman Mao, A. B. Guthrie, Jr., Ayn Rand, H. M. Worthington, and the like, are 195 bound copies of MAD, #24-#218. Can you tell me why?

R. C. Buckholder  
Tucson, Ariz.

Because, along with all those dreamers, visionaries, reformers and malcontents, you need a sober chronicle of world events from 1955 until now!—Ed.

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- DON MARTIN Forges Ahead

- DON MARTIN Digs Deeper
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- DAVE BERG Looks at People
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- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
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- 5th MAD Report on SPY vs. SPY
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- Return of MAD Old Movies
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- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More AL JAFFEE's Snappy Answers
- AL JAFFEE MAD Inventions
- Lord! Another JAFFEE Snappy Answers
- Aragones's "Viva MAD"

- Aragones's MAD about MAD
- Aragones's MAD-ly Yours
- Aragones's in MAD We Trust
- Aragones's MAD as the Devil
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- MAD Guide to Careers
- MAD Survival Handbook
- History Gone MAD
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- MAD Stew
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THE FARCE BE WITH YOU! DEPT.

A couple of years ago, they made a movie called "Star Wars." It was a smash hit, so they announced that they would make a sequel. Everybody thought it would be called "Star Wars II"...but, lo and behold, they called it "Episode V"! Which means that "Star Wars" was actually "Star Wars IV," and "Star Wars VI" through "X" will be made after "V" but before "I" through "III"! In any case, they'd better surpass this sequel, which doesn't compare to the original! In fact...

Well, Princess  
Laidup, I'll  
be leaving now!  
The Bounty  
Hunters are  
after me! I've  
got a price  
tag on my head!

I can SEE  
that, Ham  
Yoyo, and  
believe  
me, you're  
not worth  
that much!

C'mon! Stop  
pretending  
you don't  
care about  
me...and  
kiss me  
goodbye!

I—I would  
RATHER  
kiss a  
YUCKY  
...if it  
weren't for  
the GERMS!

Oh . . .  
I think  
the  
Yucky  
could  
handle  
your  
germs!!

Please . . . ! Stop  
all this bicker-  
ing!! Must you  
always act  
as if you're  
MARRIED . . . ??

Bleep . . . Breet

Besides . . . ! Bar-Stool  
says Lube Skystalker  
still isn't back from  
patrol, and his chances  
of survival are only  
one in 12,345,789!!

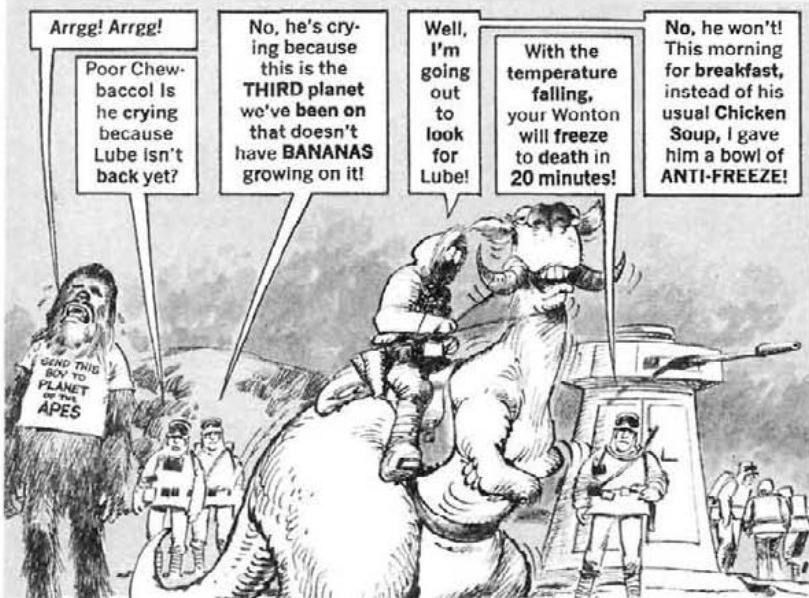
Bleep . . . Blap . . . Zeeet

Of course,  
Bar-Stool's  
chances  
of being  
CORRECT  
are only  
one in  
12,345,790!



STAR

# THE EMPIRE STRIKES OUT BORES



No, he's crying because this is the THIRD planet we've been on that doesn't have BANANAS growing on it!

Well, I'm going out to look for Lube!

With the temperature falling, your Wonton will freeze to death in 20 minutes!

No, he won't! This morning for breakfast, instead of his usual Chicken Soup, I gave him a bowl of ANTI-FREEZE!

I'm doomed! A creature captured me and I'm . . .

Lube . . .

It's OLDIE VON MOLDIE! Oldie . . . what are you doing UPSIDE-DOWN . . . ??!

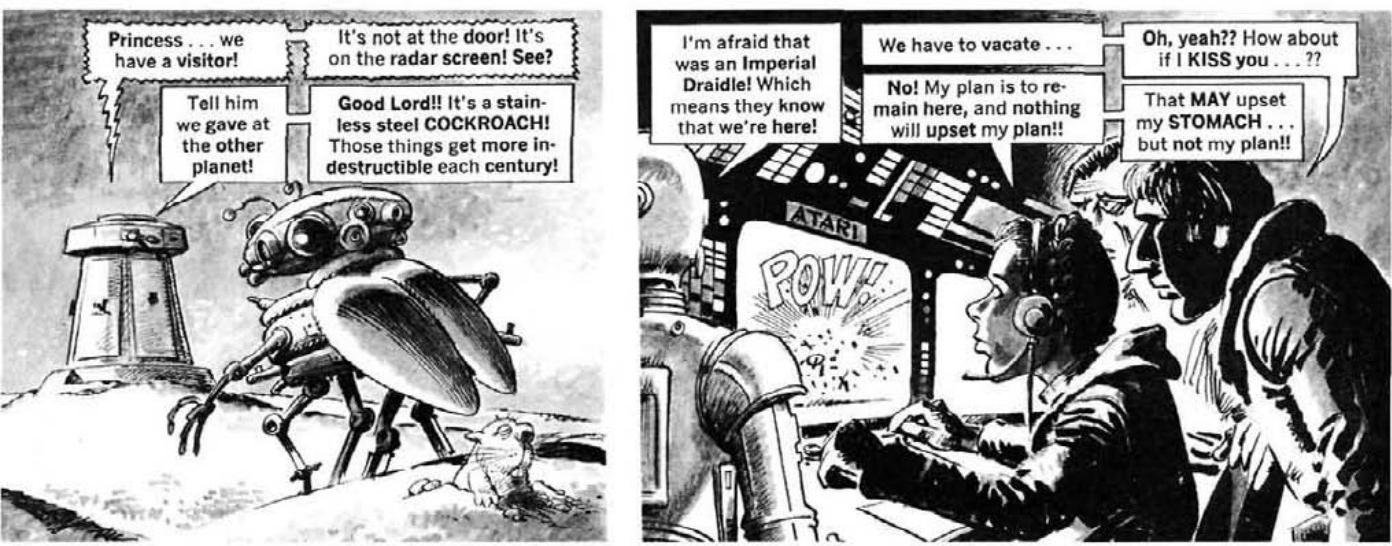
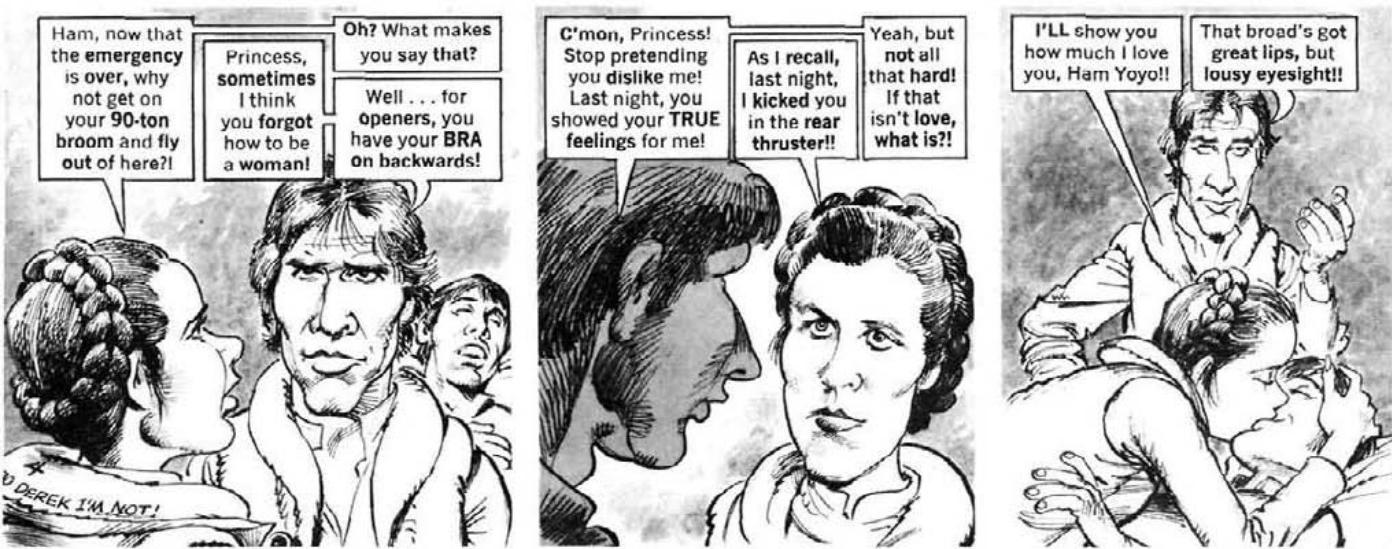
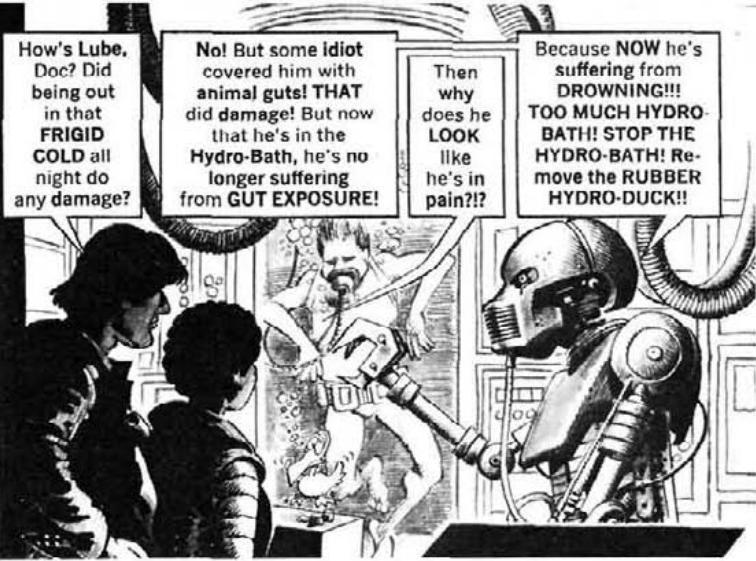
Lube, you idiot! YOU'RE the one who's upside-down!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO







Excuse me, Your Royal Highhandedness, but we've received a very fragmentary report from one of our Probe Droids in the Zoth System! It's such a slim lead that I hesitate to mention it . . .

That's it! That's EXACTLY where Lube Skywalker, the Princess and the rebels ARE!

But out of ten million places to hide in the universe, why THERE?

Why NOT . . . ?!!

Good Lord, your Imperial Logic is overwhelming! We shall attack Zoth at once!

Princess Laidup, six Star Destroyers are on their way here . . .

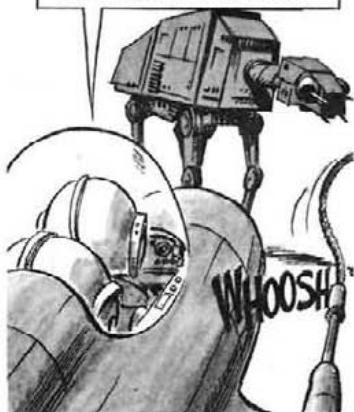
We'll open the Energy Shield for a moment to let the Fighters out . . .

Fighters against Imperial Star Destroyers . . . ?!

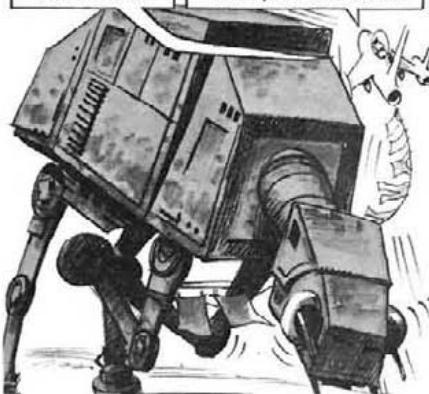
Don't worry! I'll make sure you're covered by our Ion Cannon . . . and by our Major Medical Policy!



These Imperial Klunkers have armor so thick, our lasers bounce off them! Which is why I'm making a pass across this one's legs with a clothesline!

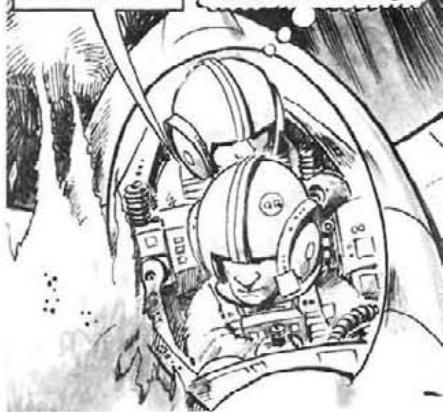


It worked!! It worked! Did the clothesline tangle up the Klunker's legs and TRIP it?

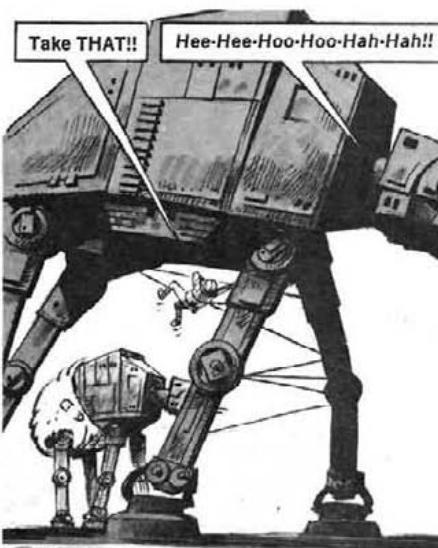


No, the clothesline had all our Yuccies' dirty laundry on it! When the Klunker puts its leg up to its nose to block the smell, it FELL OVER!!

We've been HIT! Hold on tight! I'll try to find a CLEARING to crash-land into!



A CLEARING?!! This planet has a million square miles of flat ice . . . and he's going to look for a clearing!



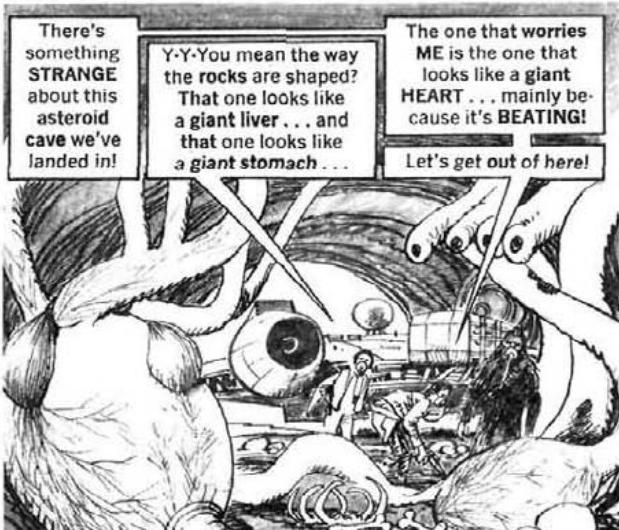
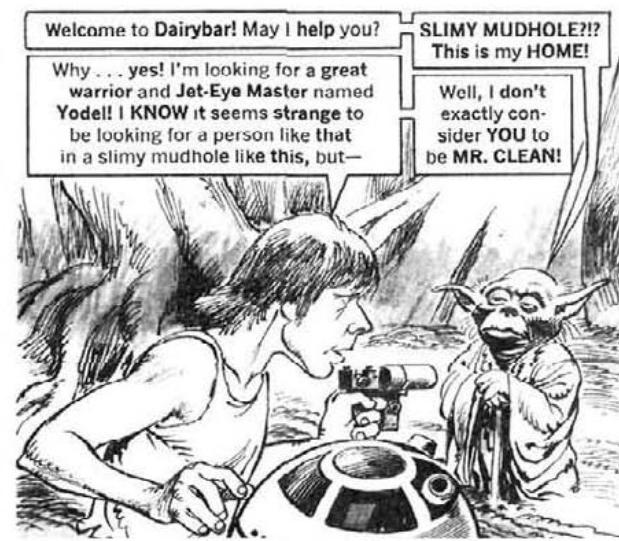
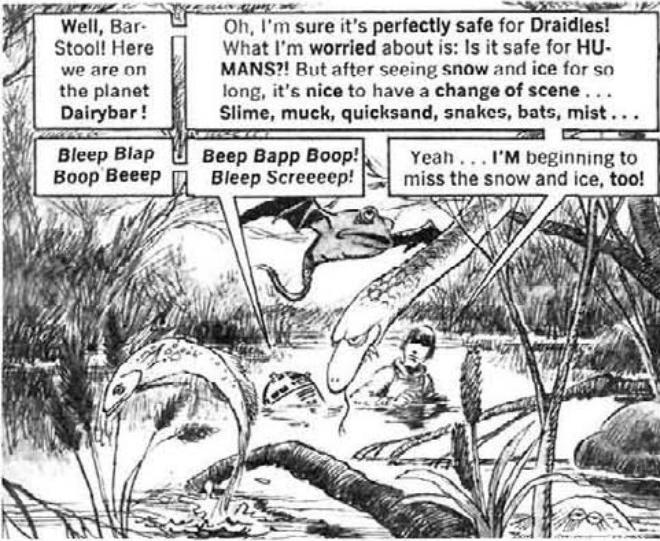
I may have crash-landed my Fighter, but I'm still going to try to destroy another one of those Imperial Klunkers!!

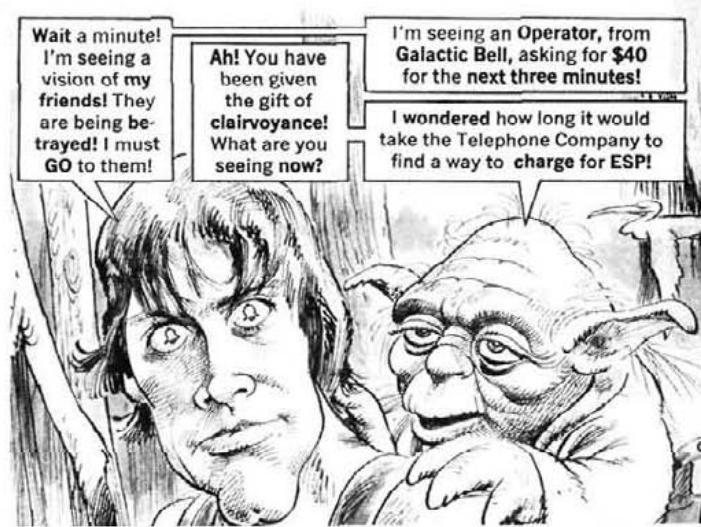
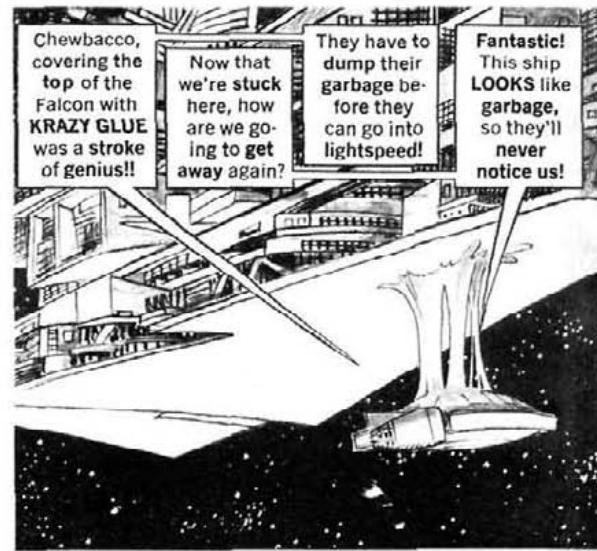
Take THAT!!

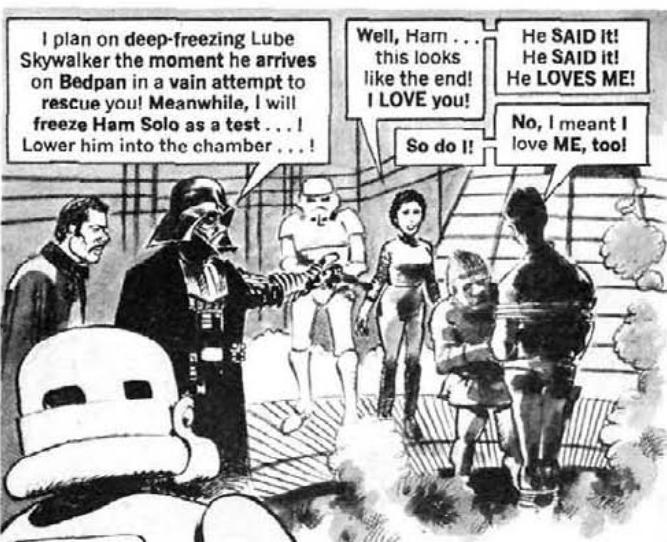
Hee-Hee-Hoo-Hoo-Hah-Hah!!

You've got to know exactly where to TICKLE those silly things!!

KA BLOOM!









**AND SO ENDS EPISODE V OF "STAR BORES"!**

★★★★★

**WHEN LANDOUGH AND CHEWBACCO FIND THE FROZEN HAM YOYO, WILL HE CONTINUE TO GIVE PRINCESS LAIDUP THE COLD SHOULDER?**

★★★★★

**WILL CREEPIO KEEP BABBLING ON ENDLESSLY, AND FINALLY BE ELECTED TO PUBLIC OFFICE?**

★★★★★

**WILL DART ZADER STOP BEING "MR. NICE GUY," AND REALLY TRY TO DESTROY LUBE SKYSTALKER?**

★★★★★

**WILL ANY OF US REALLY CARE WHAT HAPPENS, AFTER ANOTHER TWO-YEAR INTERMISSION . . . ?**

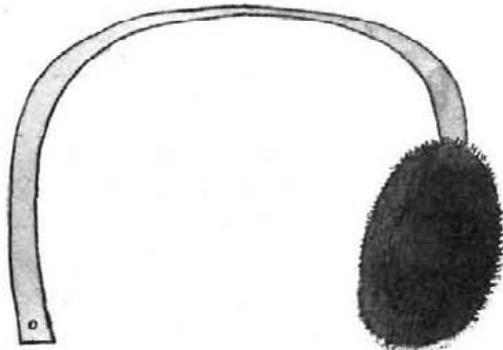
THE GREED OF TIME BEARS BIDDER FRUIT DEPT.

TAKING OUR CUE FROM THE RECENT RASH OF PUBLIC SALES OF PERSONAL ITEMS OF SUCH

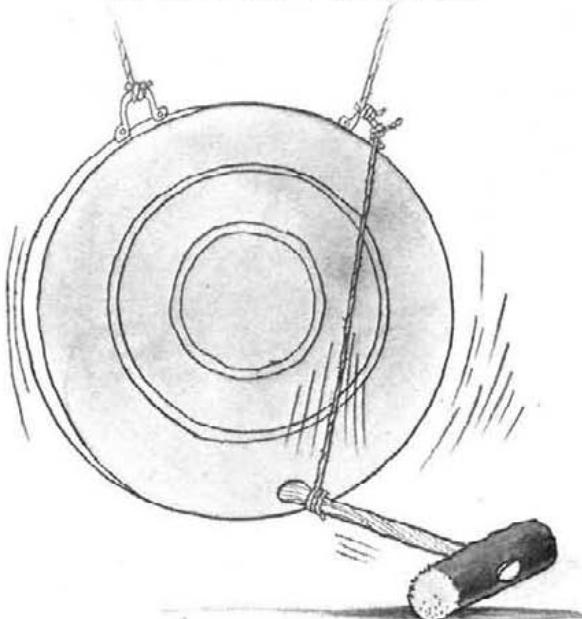
A MAD  
AUCTION  
OF SOME

# LEGENDARY CELEB

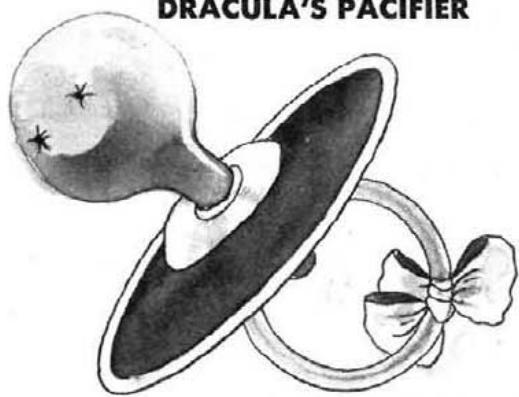
VINCENT VAN GOGH'S EARMUFF



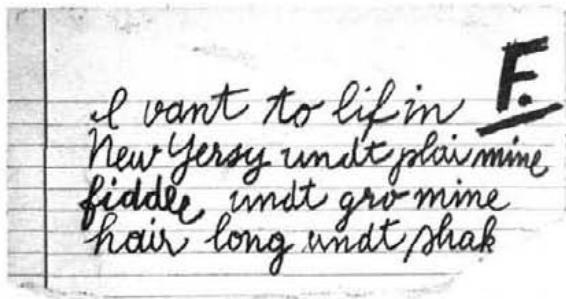
FU MANCHU'S INTERCOM



DRACULA'S PACIFIER



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HARRY HOUDINI'S FIRST TRICK HAT

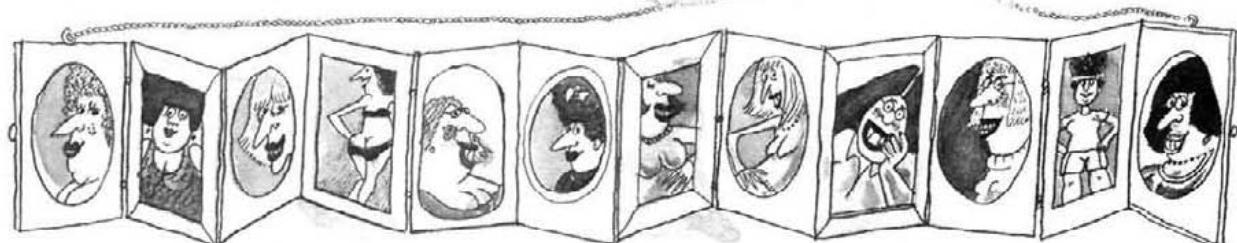


CELEBRITIES AS JOAN CRAWFORD, JUDY GARLAND AND ELVIS PRESLEY, WE NOW PRESENT:

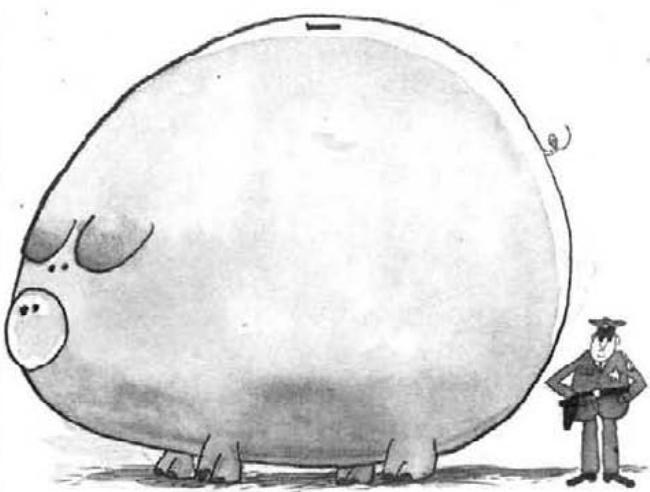
# CELEBRITIES' PERSONAL ITEMS

ARTIST & WRITER: PAUL PETER PORGES

## CASANOVA'S SWEETHEART LOCKET



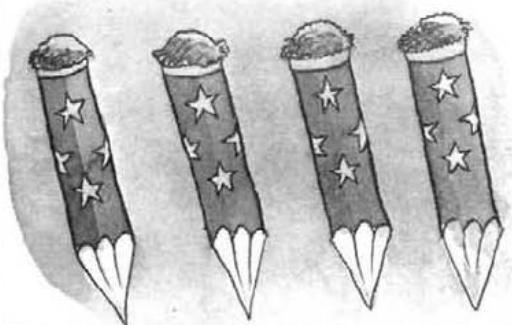
## HOWARD HUGHES'S PIGGY BANK



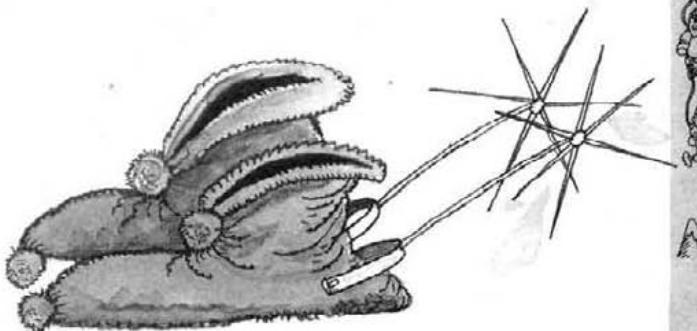
## BEN HUR'S SAFETY BELT



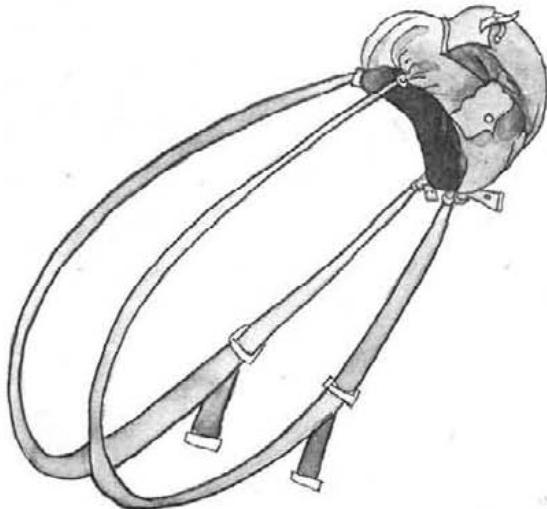
## GENERAL PATTON'S MATCHING PEARL-HANDED TENT PEGS



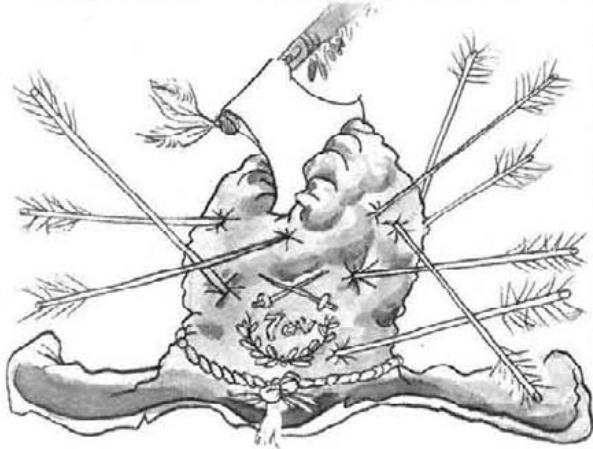
## ATTILA THE HUN'S BEDROOM SLIPPERS



QUASIMODO'S BACKPACK



GEN. CUSTER'S LAST CAMPAIGN HAT



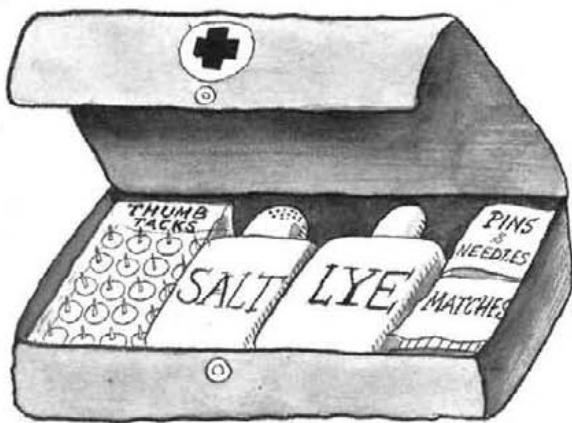
LASSIE'S FIRST NEWSPAPER  
(USED FOR HOUSEBREAKING)



BARON VON RICHTHOFEN'S  
COCKPIT GOOD LUCK CHARM



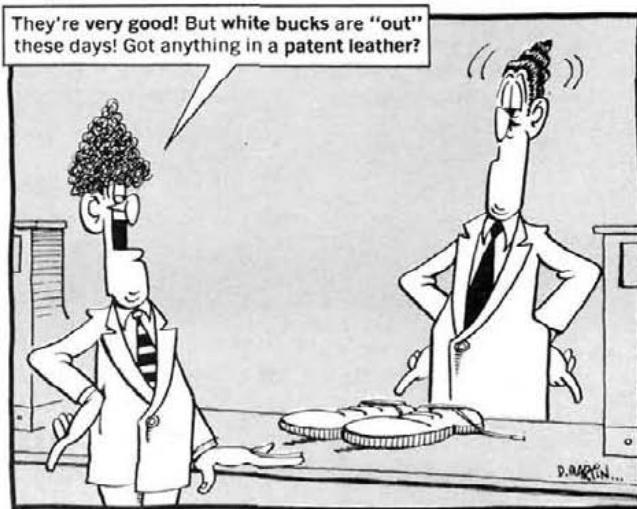
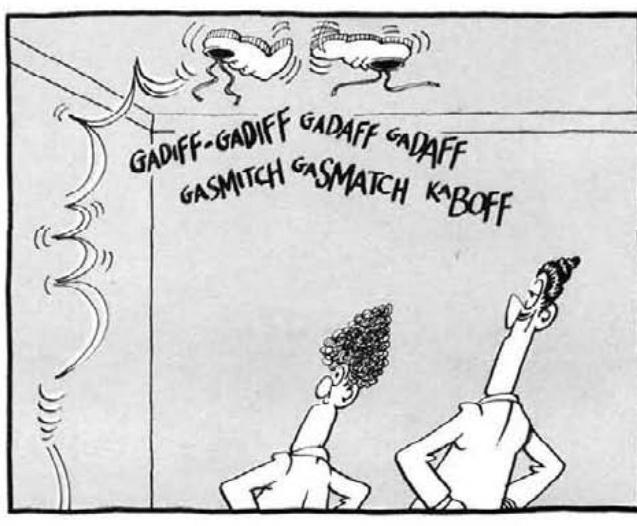
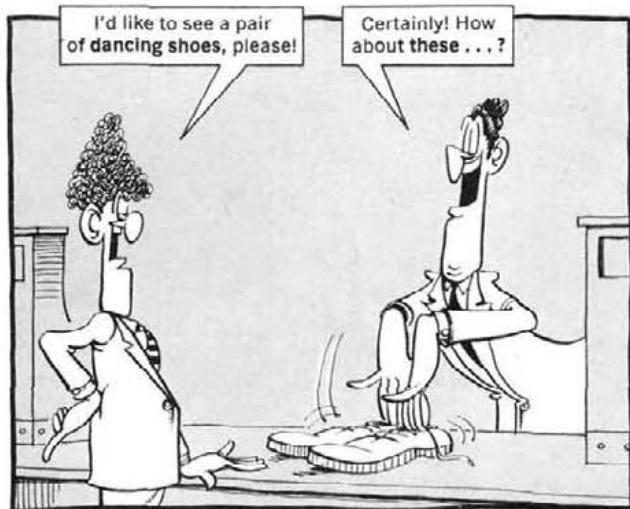
MARQUIS DE SADE'S FIRST AID KIT



MICHELANGELO'S PAINTING TOOL  
(WITH PATENTED DRIPGUARD)



# ONE MORNING IN A THEATRICAL SHOP



BEFORE AND LAUGHTER DEPT.

## A MAD GUIDE TO...

When you're a kid, and you insist on having things done your way, you're...



A SPOILED BRAT

When you're older, and you insist on having things done your way, you're...



A PERFECTIONIST

When you're in school, and you only do well in some subjects and the rest you just aren't interested in, you're...



AN UNDER-ACHIEVER

When you're working, and you only do well in certain areas, while the rest you just aren't interested in, you're...



A SPECIALIST

When you're young, and dress and act like everyone else your age, you're...



ONE OF THE CROWD

When you're older, and dress and act like everyone else your age, you're...



A CONFORMIST

When you're 18, and you chase every girl in sight, you're a young man...



SOWING HIS WILD OATS

When you're young, and you're always criticizing people and pointing out their faults, everyone says you're...



A SMART-ALEC

When you're young, and you make a couple of dumb mistakes, you're...



IRRESPONSIBLE

# STANDARDS OF AGE

ARTIST: BOB JONES

WRITER: BARRY LIEBMANN

When you're 65, and you still chase every girl in sight, you're just . . .



A DIRTY OLD MAN

When you're older, and you're always criticizing people and pointing out their faults, everyone says you're . . .



TELLING IT LIKE IT IS

When you're older, and you make a couple of dumb mistakes, you're . . .



JUST BEING HUMAN

When you're young, and you speak up and demand your rights, you're . . .



A PUSHY LITTLE KID

When you're older, and you speak up and demand your rights, you're . . .



A SELF-ASSERTIVE PERSON

When you're a high school student and you like to read comic books, and you love to watch trashy movies, you're . . .



A TASTELESS ILLITERATE

When you're a grown-up, and you still like to read comic books and you still love to watch trashy movies, you're . . .



A NOSTALGIA BUFF

When you're young, and you lie, cheat and steal, your parents brand you as . . .



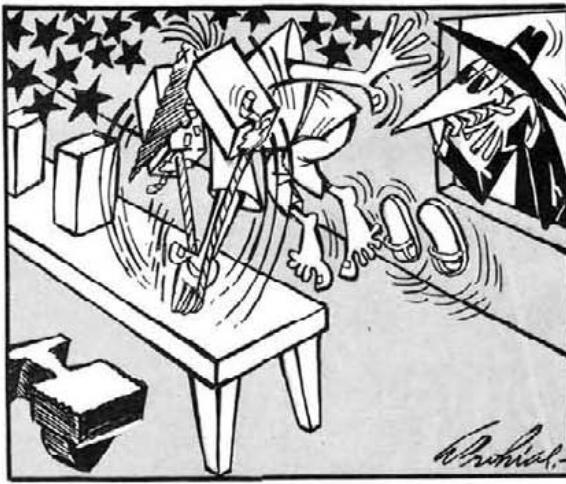
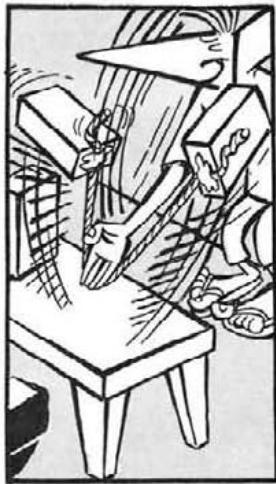
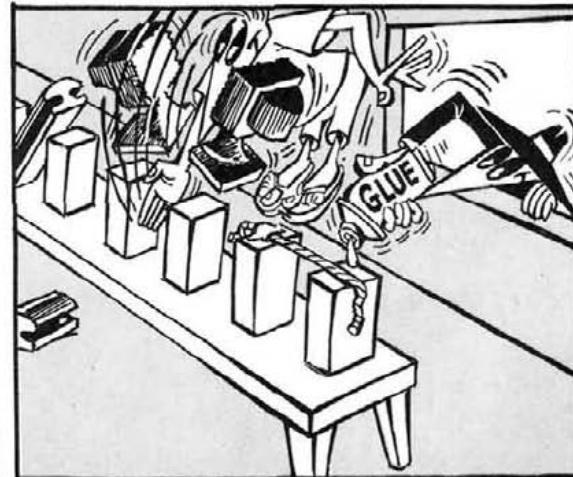
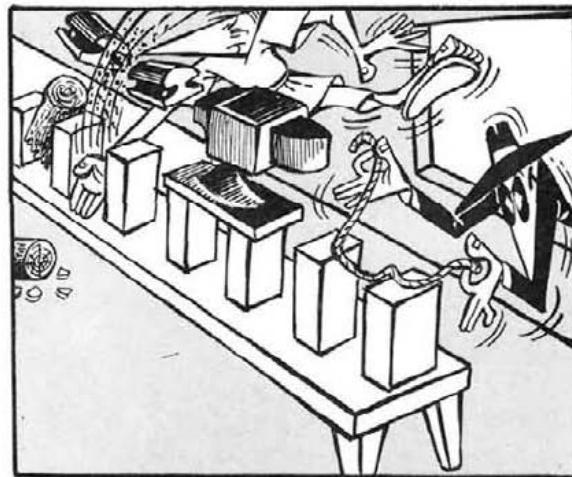
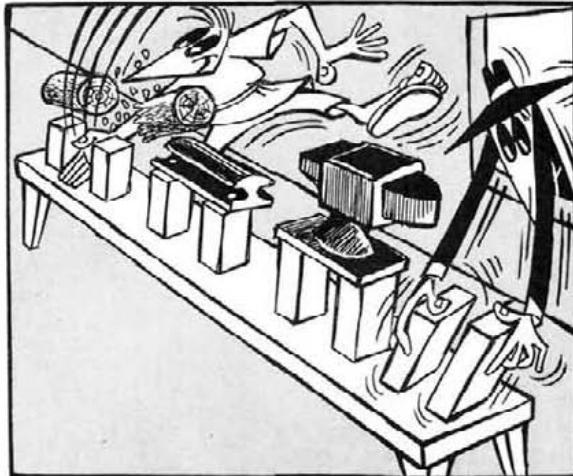
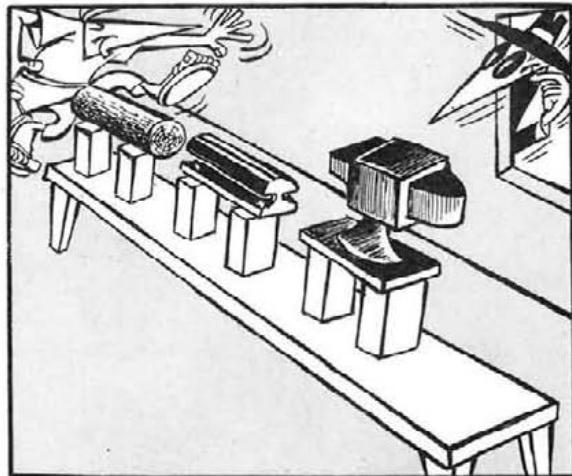
INCORRIGIBLE

When you're older, and you still lie, cheat and steal, you're known as . . .



AN AGGRESSIVE BUSINESSMAN

# SPY VS SPY



**POWER TO THE PUPIL DEPT.**



A while back (in MAD #198, we reprinted the secret catalogue used by Boards of Education throughout the country to order all those cheap, junky classroom supplies that are notorious for making school officials rich while they make students retch. Well, MAD soon received piles of angry letters from school kids, all contending that students should have their own catalogue of sneaky supplies in order to survive the daily battle with insensitive teachers and brutal classmates. What the letter writers obviously didn't know is that such a catalogue already exists. It's put out by a few small, underground dealers who are dedicated to making life tolerable for kids while they're making a fast buck for themselves. So, as a service to those who want to be thoroughly equipped for the rigors of modern school life, we at MAD now reprint the latest edition of the . . .

# A MALGAMATED S TUDENT S UPPPLY CO.

A. S. S.

SYSTEMATICALLY SERVING SLY  
SNEAKY STUDENTS WITH SPECIALLY  
STYLED, SENSATIONALLY SNAZZY  
SCHOOL SUPPLIES SINCE  
SEPTEMBER OF '66



## MAIL ORDER CATALOG 1980-1981 SCHOOL YEAR



## FOR CURRENTLY ENROLLED PUPILS ONLY!

ABSOLUTELY NO ORDERS ACCEPTED FROM SUCH NON-STUDENT  
GROUPS AS DROP-OUTS, TEACHERS OR OTHER UNDESIRABLES!

**HIDE YOUR SCRAPPY BODY FROM PRYING EYES** by changing for gym class in new Locker-Plus™. Complete small private room attaches to regular locker with suction cups to conceal you from jeering classmates as you disrobe. Fold-away steel unit weighs less than 40 lbs. for easy carrying by any normal teen-ageer less puny than yourself. **31551—"LOCKER-PLUS" PORTABLE DRESSING ROOM** ..... \$79.50.

**STOP WASTING TIME IN WOOD SHOP MAKING DUMB BOOK-ENDS!** Terrific new do-it-yourself guide shows how to construct high profit items with simple tools. Complete step-by-step instructions for fashioning mahogany counterfeited money plates, maple raised-bottom suitcases, burled walnut jimmies and other lovely, salable handicrafts. **49007—GUIDE TO PROFITABLE WOODWORKING & CHISELING** ..... \$8.50.



**MOVING TO A NEW TOWN SOON?** Then be sure you have a phony letter sweater to convince new classmates and teachers that you were a star athlete at your former school. Make new friends! Make new girls! Make new teachers fearful of flunking you! (Available with "Q" or "X" only to minimize danger of conflicting with real school letters.) **49929—AUTHENTIC ACRYLIC SYNTHETIC ATHLETIC SWEATERS** \$16.50

**POWERFUL BATTERY OPERATED BULLHORN** lets you attract attention fast on the rare occasions when you can answer a teacher's question. Ends risk of throwing young shoulders out of joint with wild arm waving to gain recognition. Let this electronic wonder show you how more vocal power can mean more passing grades in the semesters ahead. **71146—LITTLE BULLHORN** ..... \$36.95



**INSTANT DISEASE KIT** lets you escape from surprise quizzes by quickly displaying symptoms of a major contagious illness. Kit contains large supply of self-sticking measles blotches, grey under-eye circles, inner cheek blumps padding, and even ghastly draining sores of the Black Death. All are easily removable once you're excused and sent home. **22105—"SICK-IN-A-FLASH" DISEASEKIT** ..... \$8.98



**WHY GET UP AT DAWN** just so you can spend hours being transported to an integrated school? Amazing "Bus-Nomore" Skin Toner lets you appear to the proper race to sleep late and attend school in your own neighborhood. Indelible coloring won't wash off even on rainiest days. **33795—BEAUTIFUL BLACK SKIN TONER** ..... \$5.95 **33796—MACHO LATINO SKIN TONER** ..... \$5.98 **33797—LILY WHITE SKIN TONER** ..... \$6.03



**OFFICIAL LOOKING "TAXPAYER'S OFFSPRING" PARKING STICKER** provides you with new convenience while reminding pampered faculty members of just who pays their salary. Decal fits any car, moped or bike to assure you of easy parking on wintry days, while forcing those teachers you hate to wade through icky slush. **16738—OFFICIAL LOOKING UNOFFICIAL PERMIT** ..... \$1.19



**SICKENING "ESSENCE OF BURNNT CABBAGE" INCENSE** causes crowds to clear out fast whenever a stick is lighted in the school cafeteria. Ends tedious waiting for those who always wind up last in the lunch line. Watch others flee as they assume that cafeteria cooks have botched up another main dish. **72787—"NAUSEA AT NOON" BRAND-REMORIAL INCENSE** \$3.95 BOX \*



20



**PHONY DISMISSAL BELL** lets you signal class is over without having to end dull classes at the pre-set time you select. Amazing device is no larger than a joy buzzer, but contains wind-up mechanism and miniature clock to trigger authentic sounding class bell. Great for keeping ultra-boring lectures within tolerable limits, or letting you get a nearly start for lunch. **57623 — EARLYBIRD DISMISSAL BELL**



**NO NEED TO STRAIN YOUR ARM** when you're already straining your bladder as you signal permission to leave the room. Sturdy metal based elbow grip is designed to hold arm in raised position for lengthy periods while you await recognition from long-winded (or short-sighted) teachers. **44518 — "PROP 'N' PLEAD" BRAND ARM RAISER** . . . . . \$7.49



**HAIR-COVERED MINIATURE RADIO** lets you enjoy your favorite programs as you appear to be listening to class lecture. Transistorized AM unit fits tightly in ear, and is cleverly camouflaged with your choice of blonde, brunette or auburn spandex fur that looks forall the world like human hair. **7122 — PHONY HAIR RADIO** . . . . . **\$16.95** **7123 — PHONY EYEGLASS FRAME AND TENNA FOR PHONY HAIR RADIO** . . . . . **\$3.95**



**LOUD, EMBARRASSING BURGLAR ALARM** lets you gain revenge against snoopy teachers who insist on searching your locker for porno books, cheap wine or other contraband items. Battery operated unit screams recorded protest at the slightest touch to make faculty members think twice before invading your privacy again. **32995 — "SCREAMING SENTRY" BURGLAR ALARM** . . . . . **\$9.95**



**NOTHING BEATS SOLID STEEL HEEL PLATES** for creating hallway clatter that's guaranteed to drown out the whiny yammering of Corridor Monitors. For maximum effectiveness, get together with 71 of your two-legged friends and/or a gross. **44879 — "IRON MAIDEN" BRAND HEEL PLATES** . . . . . **\$2.79 DOZEN**



**FLESH COLORED THERMAL LONG JOHNS** keep you warm in dirty, unheated school gyms when worn under even the scariest of Phys. Ed. uniforms. Lifelike texture fools keen-eyed, sadistic teachers who will merely think that your skin has grown loose and porous. Specify flesh color desired: Pale, Ruddy or Afro-American. **89026 — "HOT-TO-TROT" BRAND THERMAL GYM SKIN** . . . . . **\$9.95**



**PROFESSIONALLY WRITTEN ABSENCE EXCUSE NOTES** are signed by famous doctors, clergymen and parole officers to gain quick acceptance from school officials. Package of 50 authentic looking excuses will let you ditch a most one full year of classes. Guaranteed to contain many impressive words you couldn't possibly spell if you wrote your own fake notes. **39970 — "WELL, EX-CUSE ME!" BRAND ABSENCE NOTES** . . . . . **\$2.95 PKG.**



**FAKE PAY TOILET COIN BOX** lets you slyly reserve your own private booth in the school rest room. Device attaches in mere minutes, but keeps other kids away all semester with its realistic notice of cash deposit presumably required. Provides a foolproof way to let you smoke or do your own thing in peace. 22997—"TOILET TOLL" FAKE PAY TOILET OUTFIT ..... \$2.98



**MAKE BIG MONEY BETWEEN CLASSES** peddling Candy, Gum and soft drinks from the hidden storage pockets of this "Contraband Coat." Ankle-length garment was fashionably designed by a big name Paris shoplifter. Has 62 roomy inside pockets for easy dispensing of wares. Never arouses suspicion of teachers, who merely assume you're a flasher. 21257—HANDY DANDY CANDY COAT \$57.98



**STURDY LOCK-LATCH LIFT SEAT** saves you from flunking after insensitive teachers assign you a rear desk where you can't see the blackboard over bigger classmates. Portable unit works on bumper jack principle to raise you above even the hugest hulks in relative safety. Equipped with Comfort-Contour™ seat to fit small fannies. 90051—"BOTTOMS-UP" BRAND SCHOOL-ROOM SEAT ..... \$23.99



**FOLD-AWAY PLEXIGLASS CAFETERIA SHIELD** lets you enjoy relaxing lunch hours without being caught in crossfire of rowdy food fights and other "Animal House" dining hall activities. Keeps hair and clothing neat while you look out and enjoy cafeteriaeteria monitors drag others away for harsh discipline. 78031—"GARBAGE-PROOF PROTECTIVE PARTITION" ..... \$19.50



## 1,000 UNIMPORTANT FACTS THAT TEACHERS LOVE MOST

**ACADEMIC TRIVIA BOOK** helps you memorize all those minor facts that m'stakenly cause teachers to think you have mastered an entire subject. Contains complete lists of early French kings, minor Latvian poets, seldom used chemical elements and much more, for use in recitations and exam papers to guarantee straight A's. 85730—"USEFUL BOOK OF USELESS FACTS" \$11.95



**REMOTE CONTROL FIRE DRILL SIREN ACTIVATOR** enables you to empty classrooms at any time of your choosing. Electronic device sets off all alarms within 500 feet. Ideal for use during exams when you desperately need time away from your desk to confer with brainy friends. 11702—"FALSE ALARM" BRAND FIRE SIREN ACTIVATOR ..... \$29.95

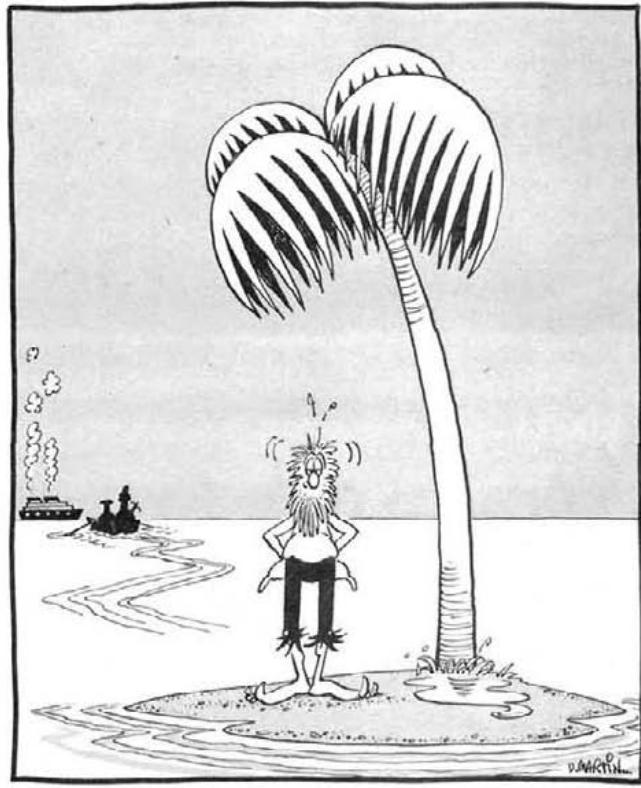
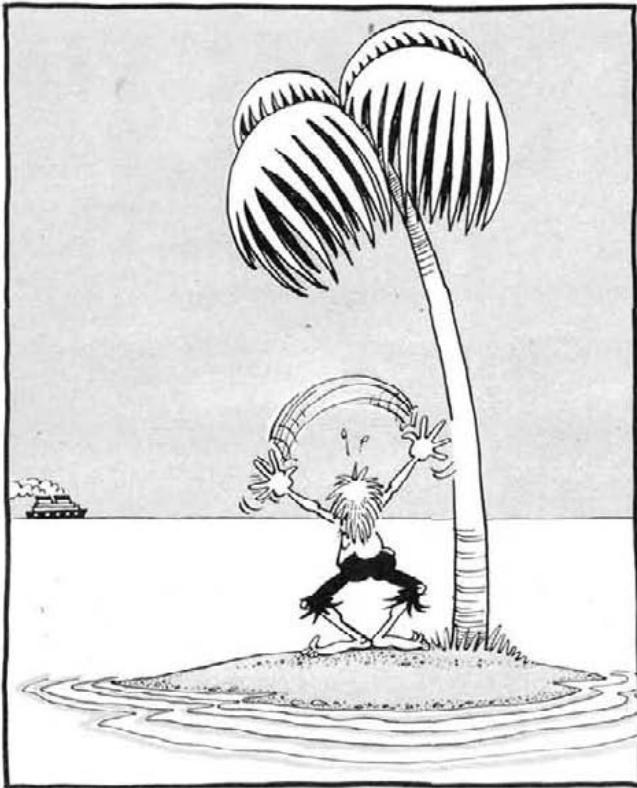


**PARENTS QUICKLY OVERLOOK POOR REPORT CARD GRADES** when a simulated note of praise from Teacher is cleverly slipped into the same envelope by you. We offer a variety of authentic looking notes, all produced in that neat, prissy handwriting that genuine teachers love to use. Order several styles. You'll be pleased. 48979—"YOUR CHILD SHOWS INTEREST" 98¢ EA. NOTE ..... 48980—"YOUR CHILD SHOWS INITIATIVE" 98¢ EA. NOTE ..... 48981—"YOUR CHILD IS WELL BEHAVED" 98¢ EA. NOTE ..... 48982—"YOUR CHILD IS A GENIUS" 98¢ EA.



**TRICK LOOSE LEAF NOTEBOOK** impresses teachers by appearing to be jam packed with your studiously written notes. Actually, it contains only three pages plus a secret camouflaged drawer for holding bubble gum, Penthouse Magazine and other vital, forbidden school needs. 81244—"CONTRABAND CONCEALER NOTEBOOK" ..... \$3.69

# ONE AFTERNOON IN THE SOUTH SEAS



**PEST CONTROL DEPT.**

Since a complete set of Criminal Law books would fill one whole room in a library, it's hard to believe that most of the outrageous things done to us by other people have not as yet been ruled illegal. Obviously, these statutes need a complete over-

# EVERYDAY CRIMES THAT

ARTIST: HARRY NORTH, ESQ.

## Conspiracy To Reveal Movie Plots



A serious infraction chargeable against any movie goer who has seen a picture before and insists on revealing the suspenseful details in a loud voice that you can't help overhearing. This crime shall be punished by chaining the perpetrator to his theater seat for an entire Nelson Eddy-Jeanette MacDonald Film Festival . . . after which, he must remain awake long enough to describe the plot of each picture in detail.

## Forced Nuzzling With Accompanying Bad Breath



A form of unacceptable behavior that violates the civil rights and the nasal passages of defenseless minors with unwanted hugging of distant relatives. Harshest punishment shall be reserved for aunts with large bosoms and cheap dentures who have the potential to suffocate children as well as nauseate them. In such cases, the convicted criminal shall be imprisoned up to one full year—in a zoo cage with an affectionate polar bear who always eats raw fish and never brushes after every meal.

## Malicious Shpritzing



The high crime committed by clods who deliberately install their lawn sprinklers in such a way that no pedestrian can pass their house without suffering drenched feet and ankles. A first offender convicted of this crime shall be required to stand at attention in his front yard through one entire cloudburst. For the two-time loser, the punishment shall be increased to total permanent drowning by means of hurricane.

## Compound Check-Out Counter Stalling



This felony is chargeable against any person ahead of you on a Supermarket check-out line who engages in the following indecent acts: (1) Arguing with the checker over each blurred price marking; (2) comparing register tapes against all items purchased; or (3) attempting to cash a check without presenting any form of identification. All those adjudged guilty of said crimes shall be required to spend the rest of their natural lives pushing shopping carts with broken, stuck wheels.

haul to provide punishment for the hordes of self-centered idiots who threaten our safety and sanity. MAD is already lobbying for such legislation, and it's only a matter of time before we'll be able to call the Police to arrest clods who commit:



# WHAT SHOULD BE PUNISHED

WRITER: TOM KOCH

## Gross Negligence Of Civil Foot Wiping



A disgusting act that makes any slob liable to arrest when apprehended clopping across the victim's pastel carpet while wearing unwiped shoes tainted with axle grease, doggy-doo, chewing gum and/or squashed garbage. The convicted tracker-inner shall be required to atone for his slovenly actions by impersonating a throw rug and covering the stain with his body until Rug Cleaners can be called in to undo the damage.

## Impatient Honking In The First Degree



Chargeable against the creep in the car behind you who feels he must display his superior reflexes, the instant a traffic light turns green, by pressing his horn button faster than you can depress your accelerator pedal. Any perpetrator of this atrocity shall be mercilessly made to endure a lifetime of being awakened each morning by an alarm clock whose bell has been replaced with an ear-splitting diesel truck horn.

## Felonious Throat Hawking



This abominable infraction is also known as snorting, glonking, deep snuffling, bronchial rattling and early morning phlegm raising. It is most often committed by elderly school teachers who thoughtlessly try to dispel their mucous as they simultaneously disgust their students. In order to stamp out this nauseating crime in our lifetime, convicted throat hawkers shall henceforth be led to a public place and forced to eat luke warm raw oysters while standing barefoot in a bucket of worms.

## Cruel And Inhuman Pants Manufacturing



The crime committed by unscrupulous clothing manufacturers who eliminate several square feet of necessary material from every pair of pants they make. In promoting this torturous style, said manufacturers are deemed responsible for the epidemic of Groin Cramp and Crotch Agony that have seized the male population. Guilty individuals apprehended and convicted shall be forced to serve long terms in solitary confinement wearing jockey shorts originally designed for Herve Villechaize.

## Premature Elevator Button Pushing



The inhuman offense perpetrated by cretins who rush ahead to board the elevator you've been waiting for, and then immediately punch a button that causes the door to close before you can get on. A victim of such barbarous behavior shall be allowed to retaliate by throwing the main switch, thereby trapping the wrongdoer between floors until he is driven stark staring mad by either claustrophobia, or that sickening Muzak.

## Illegal Grope And Seizure



This form of sneaky activity is made indictable to protect members of the feminine gender who prefer not to be groped or seized while attending such events as football games, parades and rush hour bus boardings. Members of the masculine gender judged guilty of premeditated groping shall be dunked, seat first, into a lobster tank, and required to suffer the pain and humiliation of having their posteriors pinched for a term of not more than three hours, nor less than one hour per offense.

## Petty Parking Space Grabbing



A loathsome crime committed by idiots who swerve around their victims in public parking lots for the purpose of glomming onto the last empty spot. Although Petty Parking Space Grabbing is only a misdemeanor, it quickly becomes Felonious Grand Parking Space Grabbing when two spots are empty and the accused thoughtlessly straddles the line to occupy both of them. In such cases, the guilty party shall be bound and gagged and rolled into the main aisle of public parking facility, where he will be at the mercy of enraged little old ladies driving Ramblers.

## Drunken Telephone Dialing



The act of operating a telephone while under the influence of alcohol is a felony when committed between midnight and dawn by those who dial the numbers of innocent strangers in a fumbling attempt to reach old army buddies, long lost girlfriends, etc. Persons convicted shall be forced to spend 90 days answering irate phone calls that come into the complaint department of a notoriously shoddy Television Repair Service.

## Bureaucratic Behavior With Pompous Intent



This violation of the Criminal Code is committed by Postal Clerks who invariably feel compelled to drag out a big volume of government regulations to find some new reason for rejecting every package presented for mailing. Public servants who display this form of arrogance shall be painfully incarcerated in a corner collection box until the next mail pick-up, which is usually scheduled to occur late that afternoon but often fails to take place until some time the following Wednesday.

## Aggravated Motorcycle Vrooming



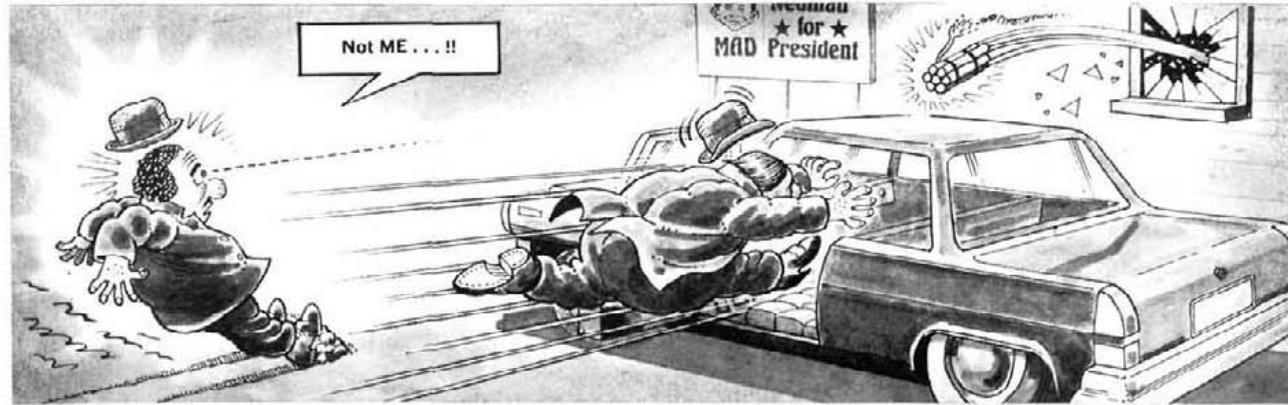
This is the legal term used to describe that unspeakable act committed by chowderheads who thoughtlessly rev their motorcycle engines while parked in residential neighborhoods. In most instances, guilty parties shall be dealt with on the spot by having their handlebars wrapped around their necks. However, in serious cases where vroooming occurs before ten o'clock on Sunday morning, the rudely awakened victim shall be entitled to strike the vrooomer over the head with his 32-section Sunday paper until major skull fracture has been righteously inflicted.

PUT YOUR FUNNY WHERE YOUR MOUTH IS! DEPT.

# AN AL JAFFEE SNAPPY ANSWERS TO STUPID QUESTIONS

## Gangland Episode





TEST IN TIME DEPT.

There's a new book on sale these days called "Life Spans" which lists the average length of life for people, animals, foods and other basic, standard things. Like for instance, the Life Span of an American man is 67.6 years, a walrus . . . 40 years, an ostrich . . . 25 years, and an octopus . . . 10 years. Now, all these facts may help you win money on a quiz show, but they're not much help in social situations, family life and other areas of day-to-day living. Therefore MAD now presents its own

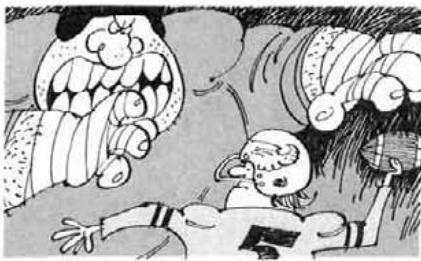
# REALLY IMPORTANT AND RELEVANT LIFE SPANS

THE LIFE SPAN OF AN  
EMBARRASSING PIMPLE  
IS  
**4 DAYS**



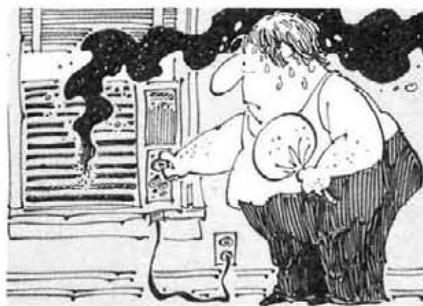
... unless you've got several heavy dates and social functions planned, in which case it's always 13 days.

THE LIFE SPAN OF A PRO  
FOOTBALL QUARTERBACK  
IS  
**84 GAMES**



... depending on what shape his knees are in. (The Life Span of a Pro Football Quarterback's knees is 11 games).

THE LIFE SPAN OF A  
NEW AIR CONDITIONER  
IS  
**3 DAYS**



... after the 90-Day Warranty Period.

THE LIFE SPAN OF A POLITICAL  
PROMISE BEFORE YOU REALIZE  
THE GUY WHO MADE IT HAS NO  
INTENTION OF CARRYING IT OUT  
IS  
**100 DAYS**



THE LIFE SPAN OF A MASS  
OF FRESH, CLEAN AIR OVER  
A LARGE AMERICAN CITY  
IS  
**3 SECONDS**



THE LIFE SPAN OF A STEREO SET  
WITH NEW, BUILT-IN FEATURES BE-  
FORE YOU COME ACROSS ONE WITH  
EVEN NEWER, BUILT-IN FEATURES  
IS  
**7 WEEKS**



THE LIFE SPAN OF A  
MAFIA STOOL PIGEON  
IS  
**OVER AS  
OF NOW**



THE LIFE SPAN OF AN HONEST, RELIABLE,  
EFFICIENT, SMALL MANUFACTURER BEFORE  
HE'S ABSORBED BY A DISHONEST, UNRELI-  
ABLE, INEFFICIENT GIANT CONGLOMERATE  
IS  
**2 YEARS, 1 MONTH**



THE LIFE SPAN  
OF AN UMBRELLA  
IS  
**176 DAYS**



However, the Life Span of its Possession by You is 9 hours, figured from the moment you purchase it until the time you stupidly leave it somewhere.

THE LIFE SPAN OF AN  
OBSCENE PHONE CALL  
IS  
**9 HEAVY  
BREATHS**



THE LIFE SPAN OF A MARRIAGE  
OF TWO POPULAR FILM STARS  
IS  
**2 YEARS, 5 MONTHS**



The Life Span of the Publicity about their Marriage Breaking Up is 2 years, 4 months.

THE LIFE SPAN OF A SOUTH  
AMERICAN DICTATORSHIP  
IS  
**54 DAYS**



The Life Span of the Free Democratic Regime that replaces it is 54 days. And the Life Span of the Military Junta that replaces it is 54 days.

THE LIFE SPAN OF  
A WEEKLY SALARY  
IS  
**4 HOURS**



And the Life Span of a Weekly Salary supplemented with a "Cost Of Living Increase" is 4 hours and 5 minutes.

THE LIFE SPAN OF AN OPEN CAN  
OF BEER BEFORE IT GOES FLAT  
IS  
**17 MINUTES**



The Life Span of a Beer Drinker before he Falls Flat is 2 hours, 15 minutes.

THE LIFE SPAN OF A NEW POPULAR CAUSE, SUCH AS "LEGALIZE WITCH-CRAFT" OR "FREE THE ANAHEIM 7" IS  
**5 MONTHS**



THE LIFE SPAN OF A CHRISTMAS TOY IS  
**2 HOURS**



... plus the time it takes you to put in the batteries.

THE LIFE SPAN OF THE GOOD BEHAVIOR OF A MUGGER WHO'S PAROLED FROM PRISON WITH TIME OFF FOR GOOD BEHAVIOR IS  
**6 DAYS**



THE LIFE SPAN OF AN OUT-DOOR SCULPTURE BEFORE IT IS SMEARED WITH GRAFFITI IS

**27 MINUTES**



THE LIFE SPAN OF THE SPECIFIC BULGE YOU'RE TRYING TO ELIMINATE THROUGH EXERCISE OR DIET IS

**FOREVER**



THE LIFE SPAN OF YOUR LUST FOR A GIRL YOU'VE DECIDED YOU WANT TO MAKE OUT WITH

**IS  
43 DAYS**



The Life Span of your Interest in her after she Finally Agrees is 12 days.

THE LIFE SPAN OF A PAINFUL TOOTHACHE IS  
**EXACTLY 41 HOURS**



... beginning at 5 P.M., Saturday and lasting until 10 A.M., Monday, which is the earliest your Dentist can see you.

THE LIFE SPAN OF A PUBLIC PHONE BEFORE IT'S OUT OF ORDER

**IS  
5 DAYS**



THE LIFE SPAN OF A TYPICAL ROCK BALLAD IS

**1 WEEK**



The Life Span of the Group that Recorded it is 3 weeks, or when the drummer gets busted for drug possession, whichever comes first.

## SCHOOL

The Statue of Liberty is the largest cast metal sculpture ever made! It was a gift from France in 1884! It stands on Bedloe's Island in New York Harbor, and was a symbol of hope and freedom for millions!

At its base are written some very famous words! Does anyone know what they say . . . ?

I DO! I DO!  
I was there!  
I read it!

Yes, Bernard?  
Tell the class  
what it says!

"NEW JERSEY SUCKS!"



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## TRAVEL

We're going on this vacation to GET AWAY from it all, right???

That's right . . . !!

So WHY are we taking it all WITH us?!!



# DIVORCE



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## SPORTS



# MARRIAGE



## OLD AGE



## WEDDINGS



## MOTHERS



# MEDICINE

Fried foods, bread, processed sugar and starchy foods like pizza pies and cakes are all fattening and unhealthy ...

SEE, Fatso?!  
I TOLD you!!

Don't go jumping  
to conclusions!

According to this "TV Guide,"  
Johnny Carson is going to  
interview Dr. James Finster  
on the very same subject ...

... and I'd like a  
SECOND OPINION!!



## CONVENTIONS



Like the PROPOSAL!!

Please fill in your names and  
paste them on your clothes ...



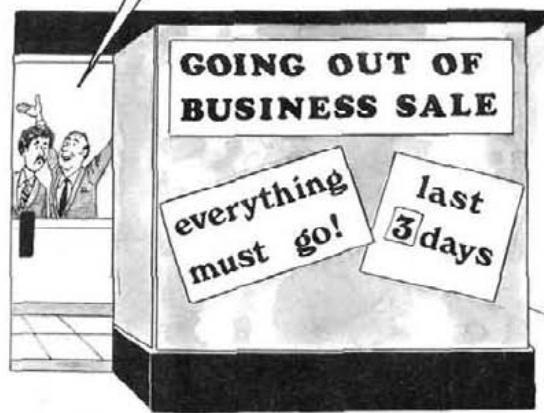
## FAMILY

But, Dad!! WHY  
do I have to go  
into the Family  
Business?! I'd  
LIKE to try  
SHOW BIZ!!

Bah! How many  
people make  
it in Show  
Biz?! Hardly  
any! The rest  
STARVE!!

You want something SOLID ...  
something SECURE! Stick with  
ME and you'll be guaranteed a  
GREAT FUTURE! Remember...

... some day, ALL THIS will be YOURS!!



# PHONE CALLS



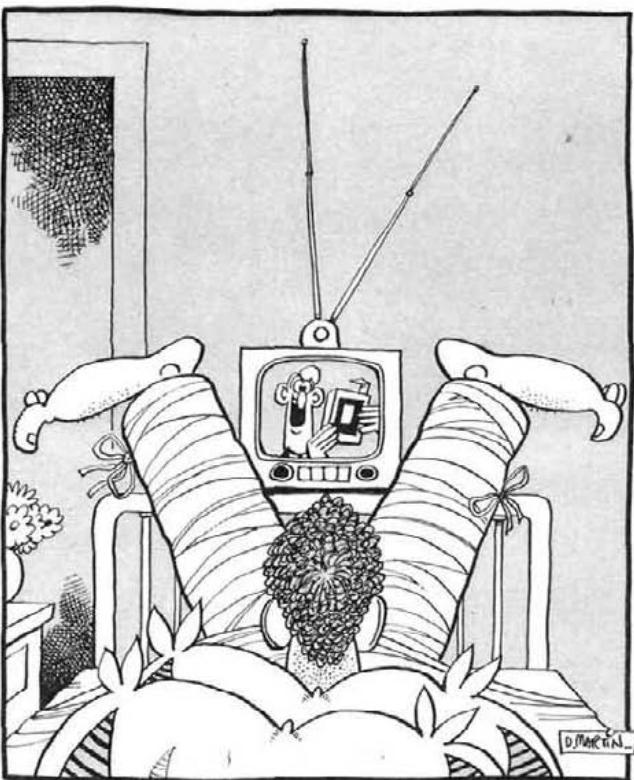
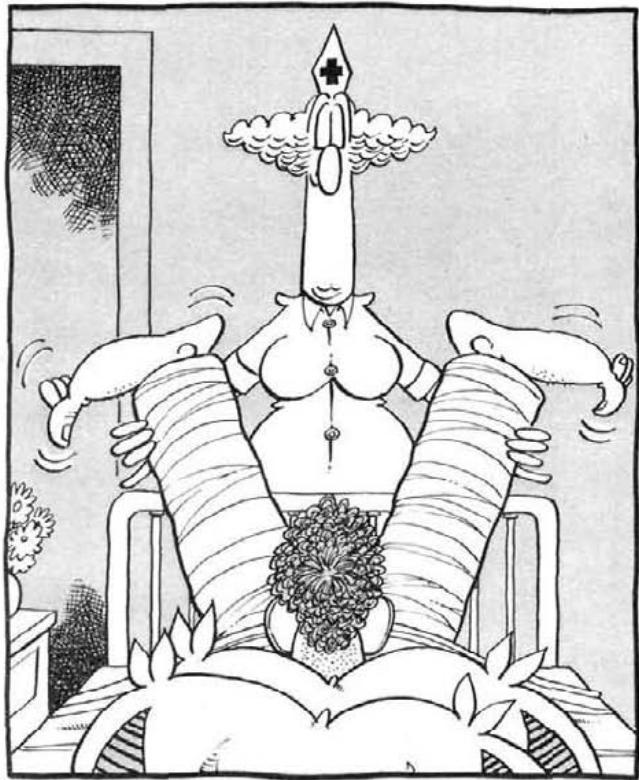
# CHILDREN



# BOOZING



# ONE EVENING IN A HOSPITAL ROOM



DOES A BEAR SPIT IN THE WOODS? DEPT.

NEXT TIME THE OPPORTUNITY ARISES, SURPRISE YOUR FRIENDS WHO ASK IDIOTIC

# "IS THE POPE

*Does Dolly Parton have trouble*

*Does airport luggage take forever to arrive?*

*Is John Denver laid back?*

*Is the Post Office slow?*

*Do supermarket shopping carts*

*Are visiting Conventioneers horny?*

*Does Times Square have hookers?*

*Is the dollar worth fourteen cents?*

*Does Clint Eastwood have only one facial*

*Is there doggie-doo on New York City sidewalks?*

*Do McDonald's count*

*Is the "TV Guide Crossword Puzzle" easy?*



OBVIOUS QUESTIONS WITH ONE OF THESE NEW, UPDATED MAD VERSIONS OF ...

# CATHOLIC?"

WRITER: ARNIE KOGAN

- Do the Osmonds have teeth?  
seeing her navel?*
- Can you get a hernia from opening a child-proof safety cap?*
- Has "Star Wars" been commercialized?  
wheels wobble?*
- Does Ilie Nastase get fined?  
Does John McEnroe pout?  
expression?*
- Is there pot smoke in a High School bathroom?  
Do fish choke in Lake Michigan?  
clerks have pimples?*
- Does Howard Cosell wear a rug?  
Is Merv Griffin mediocre?  
Do Pintos explode?  
Does Johnny Carson take time off?  
Does MAD capitalize on flimsy premises?*

#### MELTING THE POT DEPT.

When people want to burn calories to lose weight, they think about strenuous activities like swimming or jogging or tennis. Somehow, they never consider

## A MAD GUIDE TO...

### JUMPING TO CONCLUSIONS



225-350 Calories

## BURNING CALORIES

### EATING CROW



110-175 Calories

### SWEATING OUT A DOCTOR BILL



350-475 Calories

### CROSSING A STREET AGAINST THE LIGHT



250-325 Calories

### WATCHING THE BOSS'S SECRETARY WALK BY



450-575 Calories

### CARRYING SUPERMARKET BAGS OUT TO THE CAR



875-1025 Calories

the simple everyday activities that are already burning up plenty of calories.  
We'll show you just what we mean as your slightly overweight Editors present:



# ACTIVITIES WITHOUT EXERCISE

ARTIST & WRITER: DON EDWING

TAKING A FINAL EXAM



800-1000 Calories

COMMUTING



675-800 Calories

GETTING NAILED



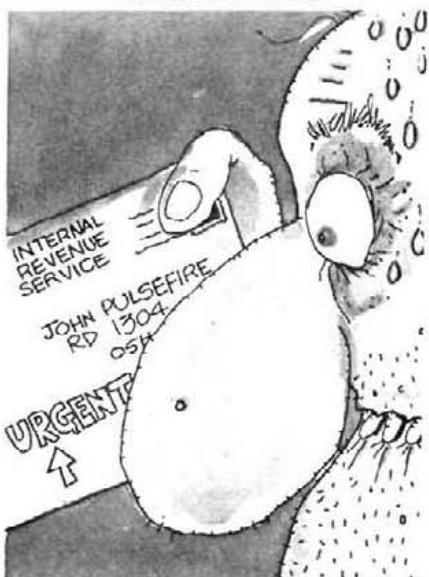
75-150 Calories

LEAVING FOR WORK  
FIVE MINUTES LATE



350-425 Calories

GETTING AN ENVELOPE  
FROM THE I.R.S.



375-450 Calories

WATCHING A PARKING LOT  
ATTENDANT DELIVER YOUR CAR



525-675 Calories

### BEATING AROUND THE BUSH



125-175 Calories

### GETTING STUCK FOR THE TAB



180-235 Calories

### ASKING FOR A RAISE



400-500 Calories

### LISTENING TO THE NEWS



50-85 Calories

### BEING CALLED ON THE CARPET



950-1400 Calories

### PUSHING YOUR LUCK



1100-1200 Calories

### DUCKING CONFERENCES



150-225 Calories

### MERGING ONTO A HIGHWAY



375-450 Calories

### GETTING UP IN THE MORNING



200-275 Calories

AUTOPSY-TURVY DEPT.

There have been TV shows about some pretty dull professions: School Teachers, Bar Tenders, Auto Mechanics, Brewery Workers, Junk Dealers, etc. Mostly, these shows were just boring, and put you to sleep! But there's one long-running series about a real far-out profession: a Medical Examiner (which is fancy for Coroner!). This program has a different effect on us. Mainly, every time we watch it, we feel . . .

# Queezy

Ladies and Gentlemen, you are about to enter the fascinating world of FORENSIC EATING!!

I have here the corpse of a male Tom Turkey—age, 2 years—weight, 35 pounds—height, 3 feet! Apparent cause of death:

A violent blow delivered to the neck, severing the spinal column and jugular vein . . . causing massive bleeding and the loss of its head! There is also evidence of some severe contusions of the skin, resulting in the violent removal of its feathers!

I'll need some bowel samples . . . and several digestive tract specimens to complete my tests, but that can wait! Right now, I'm sure that everybody is STARVING . . . so let's dig in . . .

Forget it!!  
I just lost  
my appetite!

This is the  
last time I  
ever come to  
Queezy's for  
Thanksgiving  
Dinner!!!

At least he coulda  
COOKED  
the bird  
before he  
carved it!

Queezy . . .  
when you  
set the  
table, you  
forgot  
something!  
Yeah?  
What's  
that?  
BARF  
BAGS!



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

Alas, poor  
Yorick . . .  
I knew him!

Qeezy, we  
don't have  
time for  
horsing  
around!!

This is the only way I can keep  
my sanity! I've been working for  
thirty-two straight hours . . . I'm  
two days late for my Saturday  
night date . . . and I haven't had  
time to go to the John all day!!

Nobody said being a Doctor was  
easy! Do you remember your oath?

I took an  
OATH not  
to go to the  
JOHN?!

You took  
an oath  
to HELP  
PEOPLE!!

THESE people  
are all DEAD!

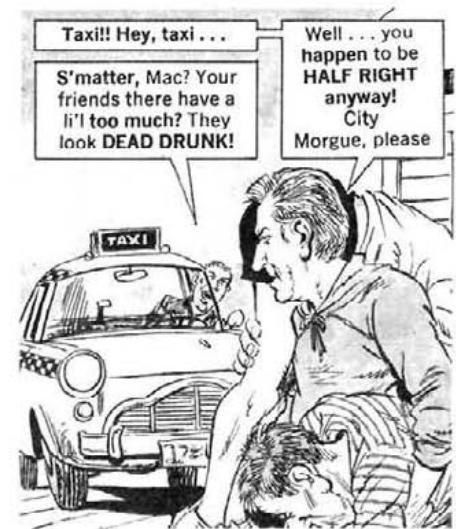
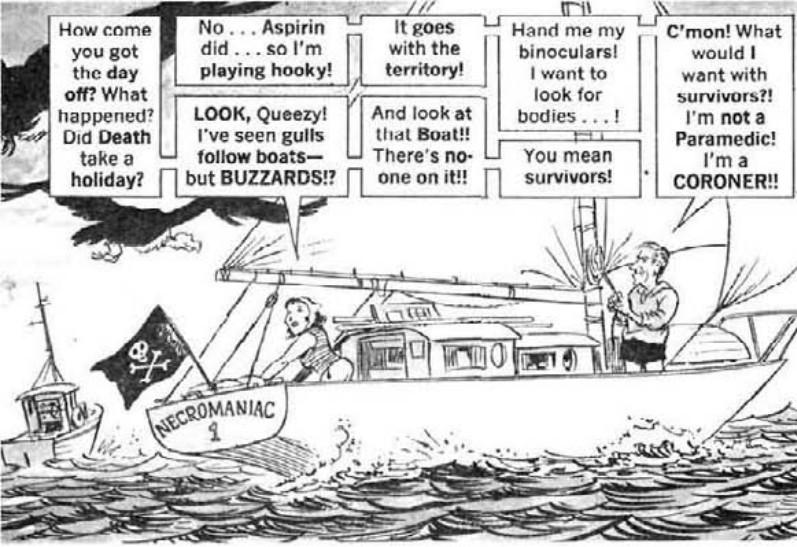
And you're  
helping  
them by  
finding  
what kil-  
led them!

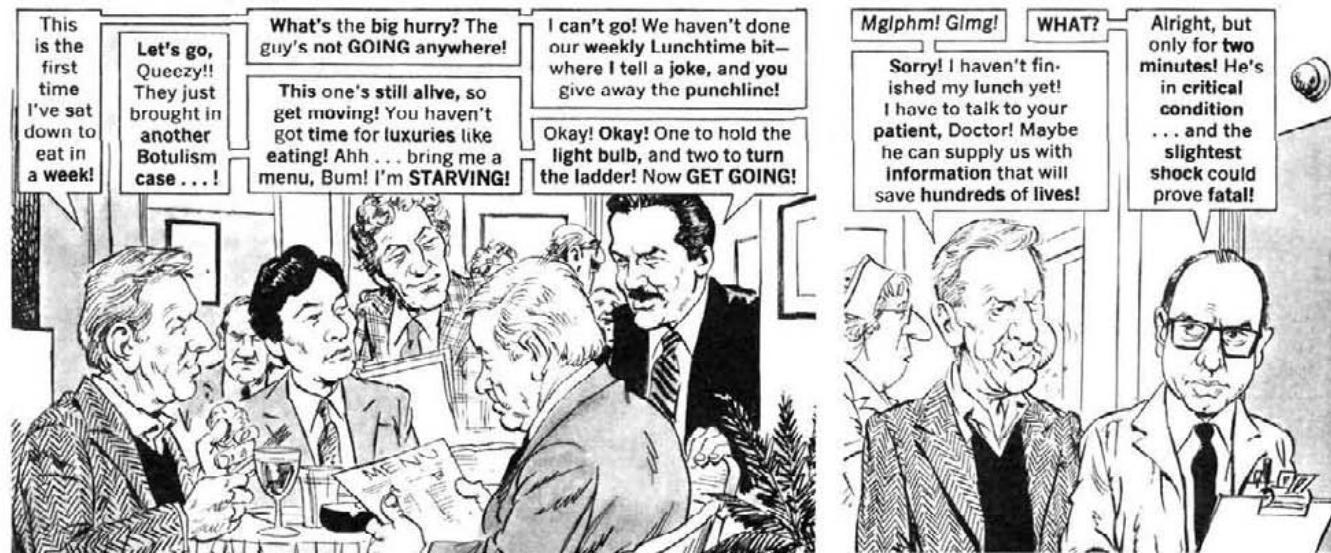
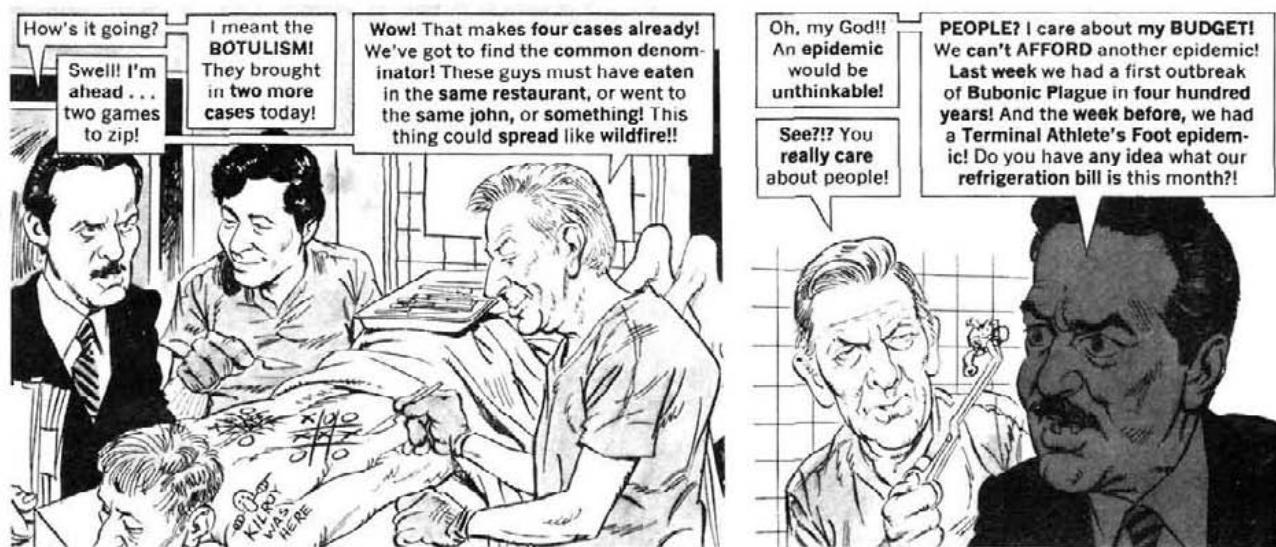
Y'know . . .  
this poor  
guy would  
still be  
alive if  
he'd gotten  
emergency  
treatment  
in time!

Too bad we  
had to close  
the Emergency  
Room down!

Why'd we do  
a STUPID  
THING like  
that . . . ?!

We had to make  
some Budget  
cuts somewhere  
to pay for all  
the overtime  
you guys are  
putting in  
here at the  
Morgue!!









I think you might be ON to something, Queezy!

Where do you get your ICE??

I make it myself... with that water!

Look at it, Moronahan! It's absolutely filthy!

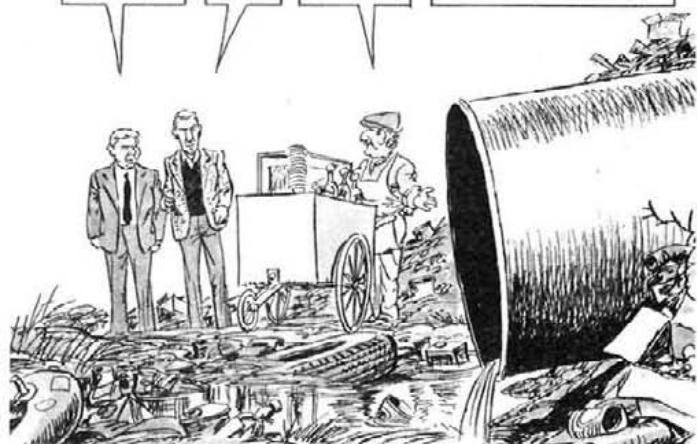
Whaddya expect for ten cents... PERRIER??

I'll need some samples to check out...

No samples! This is a cash business! I also accept all major credit cards... or empty deposit bottles!

Okay, but don't sell any more of that stuff! It might contain Botulism!

No—I only make it in orange, lemon or grape!



**WHAT IS A  
RIDICULOUSLY  
EXPENSIVE  
TRIP TODAY  
THAT MOST  
OF US WOULD  
RATHER AVOID?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Almost all Travel Ads today seem to feature "Bargain Trips". However, there is still one trip that remains as costly as ever. To find out what that trip is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



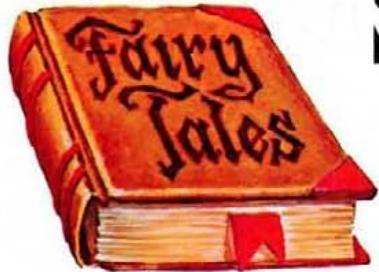
**THOUGH BARGAIN TOURS ARE POPULAR, ONE EXPENSIVE  
LUXURY TRIP IS STILL BEING TAKEN. EVEN THE LEAST  
OPULENT OF THESE HAS TO COST YOU A SMALL FORTUNE!**

ARTIST & WRITER:  
AL JAFFEE

A▶

◀ B

ANOTHER



# SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)

